

CHAPTER I

INTRODUCTION

1. Background

According to Suwantoro (1997), tourism is a process of people traveling from their place to a destination with one of these following motivations : economy, social, culture, politics, health, and other motivation such as curiosity, adding new experience, studying, and getting out from their routine activities without any purpose to earn money or income for their trip. Moreover according to Fennel (1999:4), tourism is defined as interrelated system that includes tourist and associated services that are provided and utilized (facilities, attraction, transportation and accomodation) to aid their movement (as cited Pitana and Diarta 1996,p.45). And according to Schulard (1910), Tourism is the sum of operation, mainly of economic nature, which is directly related to the entry and movement or foreigners inside certain countries, cities, or regions (as cited in Yoeti,1996,p.45). So Tourism is an activity in which one or more people are travelling to another place outside his residence for the purpose of religion, health, business, study or other purposes. Tourism can also give motivation and contribution to the execution of project development of various sectors for government. It can be concluded that the tourism is not only the activity which makes somebody happy, easy going, relax, add the knowledge, but also is the center of information and media of learning and can improve the economy.

Essentially there are several types of tourism. According to Pedit (2002:37-42) there are fifteen types of tourism such as :cultural tourism, health tourism, sport tourism, commercial tourism, industrial tourism ,political tourism, convention tourism, social tourism, farm tourism, hunting tourism, marien tourism, wildlife sanctuaries tourism, honeymoon tourism, and adventurous

toursim. In line with it Yoeti(1996:p.123) says that there are eight types of tourism such as: cultural tourism, recuperational tourism, commercil tourism, sport tourism, nature tourism, political tourism, social tourism and region tourism.

Nature attractions is the potential natural resource that has an attraction for visitors both in it's natural state or after the cultivation efforts. The potency of nature tourism can be divided into 4 areas, namely: Flora fauna, The uniqueness and distinctiveness of ecosystems, such as coastal and mangrove ecosystems, Natural phenomena, such as craters, hot springs, waterfalls and lakes and Raising of natural resources, such as rice fields, plantations, farm, fisheries. So Nature tourism is a trip to enjoy the beauty of nature that is still natural, such as mountains, waterfalls, beaches, and others.

Pagar Alam is a part of city that is located in South Sumatera province. Pagaralam has 126.181 population, the widht is 633,66km². Pagar Alam is one of the tour destination cities in South Sumatera, Indonesia which is rich of its nature beauty and its cultural arts. It is shown from the nature beauty of the feet of mount Dempo's view with the tea plantation green rug surrounded by 47 waterfall spreading around pagaralam city. Pagaralam has been known as the city of a Thousand Waterfalls. For a long time this title deserves to be pinned to one of the administratives in South Sumatera province, because there are 47 waterfalls. The Waterfalls are, for instance, Mangkok Waaterfall, Lematang Waterfall, Embun Waterfall, Tujuh Kenangan Waterfall, Alap-alap Waterfall. Of the 47 waterfalls, Embun Waterfall is the most popular for tourists. In addition to its beauty, the availability of complete facilities makes the tourists happy to travel to Embun Waterfall.

Embun Waterfall is located in Pematang Bange subdistrict of Curup Jare, District of Pagar Alam Utara. It takes 15 minutes by car to get there. This

waterfall is about 90m tall and can be easily accessed by tourists since it is located next to main street.

2. Problem Formulation

The writer tries to solve and discuss about the problem related to this report. The problem is :

Is Embun Waterfall potential as a tourism destination in Pagaralam ?

3. Research Purpose

The purpose of this final report is to investigate whether Embun Waterfall is potential as a tourism destination in Pagaralam or not.

4. Research Benefit

The Benefit of this final report is to give more information about The Potency of Embun Waterfall in Pagaralam as a tourism destination to English students of State Polytechnic of Sriwijaya and to the government of South Sumatera.